Our Reference: GP-303673-OST-TJM PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Steven J. Ross et al.

Serial Number: 10/654,301

Filing Date: September 3, 2003

Examiner/Group Art Unit: Cuong H. Nguyen/3661

Confirmation No: 4415

Title: METHOD AND SYSTEM FOR IMPLEMENTING

VEHICLE PERSONALIZATION

RESPONSE

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

The Office Action dated March 17, 2009 has been received and carefully reviewed. Entry of this Response is respectfully requested.